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Farm Broadcasters Letter

Letter No. 2396

Jan. 19, 1989

SOVIET GRAIN -- The USSR's grain harvest in 1988 was the lowest in three years, and 1989 Soviet grain imports could reach 45 to 50 million tons. The USSR has been buying U.S. wheat and corn. As of Jan. 17, the Soviets had bought just over 10 million metric tons of corn and a little over 1 million metric tons of wheat. These buys have been made under the sixth year of the LTA (Long Term Grain Supply Agreement), which runs from Oct. 1, 1988, through Sept. 30, 1989. Contact: Jean Nollmeyer (202) 447-9214. Fact sheets on 1988 US Exports and Imports are available from Marci Hilt: (202) 447-6445.

HELPING EACH OTHER COPE -- Women don't have to face the stresses of farm life and farm management alone. A panel at a recent Sunbelt Agricultural Exposition encouraged farm women to latch onto support networks that can help them and their families cope. Contact: Susan Hammack (912) 386-3203.

A TAPE ABOUT YOUR DEPARTMENT -- 1/2" VHS copies of "The People's Department," a video produced by USDA about USDA, are available for \$21.90 per tape (includes shipping) from: The Dub Center, 51 Plant Court, Owings Mills, Md. 21117. You can pay by money order, check, Visa, Master Card or government purchase order. Still available at the Dub Center -- "Agriculture & the Constitution" for \$20.45.

UP ON THE COMPUTER -- USDA's Farm Broadcasters Letter is now available electronically on USDA's "EDI Service," under the Notice to Correspondents section. It is also available on "USDA Online" on the Dialcom system under "News." Call us if you want more information about how to get this newsletter electronically.

WE'LL BE CALLING YOU -- Beginning next week, Marci Hilt may be calling you. We're going to ask a selected number of our TV clients what they think of our service -- what they like and what they don't like. If you miss being called and have a comment, please pick up the phone and call Marci on (202) 447-6445.

FARMLAND LOSING -- The Washington Post recently reported Maryland is losing the fight to keep houses from cropping up on farmland. Maryland's farmland preservation program may be in trouble. In parts of Maryland, developers are offering thousands of dollars an acre more than the state can afford. How your state is doing might make a good story.

WHO IS CLAYTON YEUTTER? Born in Eustis, Neb., Dec. 10, 1930 ... active in 4-H. Graduated from the University of Nebraska in 1952 -- tops in his class. Nation's No. 1 animal husbandry graduate. Graduated "cum laude" first-in-class in law from the Univ. of Nebraska in 1963. Editor, Nebraska Law Review. Ph.D. in agricultural economics -- "outstanding graduate student" -- Univ. of Nebraska, 1966. Order of the Coif, law honorary; Alpha Zeta and Gamma Sigma Delta, agricultural honoraries. Yeutter taught agricultural economics at the Univ. of Nebraska, 1960-66. He actively farmed, operating a 2,500-acre Nebraska ranch from 1957-75. He now rents it out. Highlights of his career include: Administrator of USDA's Consumer and Marketing Service, 1970; headed President Nixon's Committee to Re-Elect campaign in seven Midwest states; named USDA Assistant Secretary for Marketing and Consumer Services in 1973; named USDA Assistant Secretary for International Affairs and Commodity Programs in 1974; became Deputy Special Trade Representative in 1975; became President and CEO of the Chicago Merchantile Exchange in 1978; named U.S. Trade Representative in 1985.

CLAYTON KEITH YEUTTER will become the 23rd secretary of agriculture. But, who were the other 22? Here's a handy listing for our trivia fans:

SECRETARIES OF AGRICULTURE

Norman Jay Colman	Feb. 15, 1889 - March 6, 1889	Missouri
Jeremiah McLain Rusk	March 6, 1889 - March 6, 1893	Wisconsin
Julius Sterling Morton	March 7, 1893 - March 5, 1897	Nebraska
James Wilson	March 6, 1897 - March 5, 1913	Iowa
David Franklin Houston	March 6, 1913 - Feb. 2, 1920	Missouri
Edwin Thomas Meredith	Feb. 2, 1920 - March 4, 1921	Iowa
Henry Centwell Wallace	March 5, 1921 - Oct. 25, 1924	Iowa
Howard Mason Gore	Nov. 22, 1924 - March 4, 1925	West Virginia
William Marion Jardine	March 5, 1925 - March 4, 1929	Kansas
Arthur Mastick Hyde	March 6, 1929 - March 4, 1933	Missouri
Henry Agard Wallace	March 4, 1933 - Sept. 4, 1940	Iowa
Claude Raymond Wickard	Sept. 5, 1940 - June 29, 1945	Indiana
Clinton Presbe Anderson	June 30, 1945 - May 10, 1948	New Mexico
Charles Franklin Brannan	June 2, 1948 - Jan. 20, 1953	Colorado
Ezra Taft Benson	Jan. 21, 1953 - Jan. 20, 1961	Utah
Orville Lothrop Freeman	Jan. 21, 1961 - Jan. 20, 1969	Minnesota
Clifford Morris Hardin	Jan. 21, 1969 - Nov. 17, 1971	Nebraska
Earl Lauer Butz	Dec. 2, 1971 - Oct. 4, 1976	Indiana
John Albert Knebel	Nov. 4, 1976 - Jan. 20, 1977	Virginia
Bob Bergland	Jan. 23, 1977 - Jan. 20, 1981	Minnesota
John Rusling Block	Jan. 23, 1981 - Feb. 14, 1986	California
Richard Edmund Lyng	March 7, 1986 -	California

MARKETING U.S. AGRICULTURE -- Copies of the 1988 Yearbook of Agriculture, "Marketing U.S. Agriculture," are still available. Lots of uses for these on the speaking circuit. Call Marci Hilt: (202) 447-6445.

GLOSSARY OF FARM TERMS -- Ever run into some cotyledons? How about a short-mouth? Well, if you're in a hurry to learn what these critters are, you could look them up in a USDA publication, "A Glossary of Farm Terms," available by calling Marci Hilt: (202) 447-6445. And, if you'd like a copy of the "1988 Fact Book of Agriculture," ask for that, too.

FROM OUR RADIO NEWS SERVICE

AGRICULTURE USA #1650 -- (Weekly 13 1/2 min. documentary) "Farm Bill Countdown." What direction should farm policy take? That question will be hotly debated for at least the next year at the new administration, Congress, farmers and others begin discussions aimed at a new farm bill for 1990. Gary Crawford presents the views of several experts about what the new bill may contain ... if there is a 1990 farm bill.

AGRITAPE/FARM PROGRAM REPORT #1639 -- (Weekly reel of news features) Conservation compliance; beneficial cave dwelling mites; low cost genetic engineering; Argentina wants U.S. livestock.

CONSUMER TIME #1131 -- (Weekly reel of 2 1/2-3 min. features) Exotic mushrooms; growing demand for herbs; the hunt for wood; genetic engineering benefits consumers; window treatments.

UPCOMING -- Tuesday, Jan. 24, Weekly Crop and Weather Update, Catfish, Red Meat Production; Thursday, Jan. 26, Cattle on Feed, World Tobacco Situation, Oil Crops Outlook; Monday, Jan. 30, Poultry Production; Tuesday, Jan. 31, Weekly Crop and Weather Update, Ag Prices.

Dial the USDA Radio Newsline: (202) 488-8358 or 8359.
Material changed at 5 p.m. EST each working day.

FROM OUR TELEVISION NEWS SERVICE

DOWN TO EARTH, AGRICULTURAL UPDATE and USDA NEWS SERVICE are available on satellite Westar IV, audio 6.2 or 6.8. Beginning Saturday, Jan. 28, here is the new schedule:

Thursdays -- AG UPDATE/USDA NEWS SERVICE, 7:30-7:45 p.m., EST, Transponder 12D

Saturdays -- DOWN TO EARTH, 10-10:30 a.m., EST, Transponder 10D
ORIGINAL AG UPDATE/USDA NEWS SERVICE, 10:30-11:15 a.m., EST,
UPLINK Transponder 10D

Mondays -- DOWN TO EARTH, 8 - 8:30 a.m., EST, Transponder 12D
REPEAT AG UPDATE/USDA NEWS SERVICE, 8:30-9:15 a.m., EST, Transponder 12D
UPLINK

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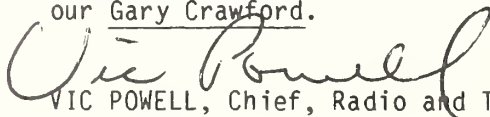
EXECUTIVE DIRECTOR...of the National Association of Farm Broadcasters has been chosen, Roger Olson. NAFB past president Dix Harper says Olson has extensive background in agri-business and association management. A lease has been signed to establish headquarters in St. Paul, Minn., and transition of existing operations to the new location should be completed by March 1. Dix also says that as of mid-January 100 farm broadcasters and 71 businesses have signed onboard the new dues structure.

NEW BASE FOR NETWORK OPERATIONS...has been established by parent company of Florida Agrinet. Cindy Zimmerman (Florida Agrinet) will continue to serve as farm director of the network and recently purchased WPMC-AM, Ocala. GROWTH...is underway says Gary Truitt and Lew Middleton (Agri-Business Network, Indianapolis). Two stations have been added to the network in Wis., 3 in Ind. and 2 in Ill.

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FEEDBACK...from stations and viewers regarding our GATT coverage is reported in a letter to us from Brian Baxter (Morning Agriculture Report, Indianapolis). Also enclosed was a list of their affiliates. It's expanding too. NICE COMMENTS...regarding our satellite TV News Service were received recently from William McCracken (KLJB-TV Davenport). We appreciate hearing from program producers about their use of our material and how we can serve you better. MUCH OF NEBRASKA...remains dry says Jack McConnell (KAWL York). Winter wheat in his region is stressed and turning color. He says spring rains saved the crop last year and farmers have their fingers crossed this winter. Us too, Jack. HOW ABOUT THOSE PICTURES...in the newsletter. Bob Ziegler (WIMA/WIMT Lima, OH) said it was the first time he had seen our Gary Crawford.



VIC POWELL, Chief, Radio and Television Division